



2016 MOUNTAIN WEST ARTS CONFERENCE  
Thursday, May 5

10 YEARS

## WORKSHOP DESCRIPTIONS (Subject to change)

Time	Session
8:30 – 9:30	<p><b>Opening Session - Knowledge + Creativity = Innovation</b> Michael Bingham - <i>Teaching Artist, Mountain Crest High School</i></p> <p>As an artist, Michael Bingham now devotes much of his time and energy to helping young people find, develop, and utilize their own unique creative abilities. His belief in our collective future success revolves around a simple formula: Knowledge + Creativity = Innovation In this session Michael will not only help us see and value the power of creativity. He will take us on a fun, energetic journey of discovery that will reveal creative super powers that perhaps you didn't even know you possessed. Be prepared to open your mind and be reintroduced to that old forgotten friend, imagination.</p>
9:45 – 10:45 Concurrent Sessions	<p><b>Borrowed Voices, Imagined Places: Building Community Through Poetry</b> Lance Larsen - <i>Utah Poet Laureate</i></p> <p>Through modeling and hands-on practice, participants will follow two or three prompts designed to create greater understanding of place and keener empathy for the other, whoever he or she might be.</p> <p><b>Diversity and Inclusion in the Arts: Perspectives and Practice</b> Chrissy Deal - <i>Program Associate Multicultural Initiative, WESTAF</i> Mario Duran - <i>Program Director, Inclusion Center for Community and Justice</i> Alex Moya – <i>Artist</i> Cat Palmer – <i>Artist</i> Spencer Terry – <i>Executive Director, Inclusion Center for Community and Justice</i></p> <p>The arts are an essential tool for creating understanding between differences, but do our arts organizations and artists create programming and opportunities that are inclusive? Learn how artists and arts administrators are using inclusive principles to welcome diverse voices in their art, programming, and services, as well as strategies for using the arts to help address diversity and the changing demographics in Utah's population. Session moderated by staff from the Inclusion Center for Community &amp; Justice.</p> <p><b>The Most Important Difference You Can Make: Personal Accountability</b> Linda Galindo - <i>Consultant, Author, Speaker Educator</i></p> <p>To tap into the most important difference you can make requires taking advantage of three opportunities: beliefs and attitudes, self-empowerment, and how you define success. In this hour of power you will discover how to harness the best you have to offer in leading and managing in a non-profit environment.</p>

<i>Time</i>	<i>Session</i>
<b>9:45 – 10:45</b> <i>Concurrent Sessions continued</i>	<p><b>Social Media in 2016: Strategy and Best Practices</b></p> <p>Ginamarie Marsala – <i>Marketing Communications Manager, Utah Symphony   Utah Opera</i>  Sara M. K. Neal – <i>Associate Director of Marketing, Ballet West</i></p> <p>If you, or your organization, are spending time on social media (<i>and you should!</i>) make sure it's time well spent by getting up to date on recent developments. We'll explore different social media platforms, from old warhorses to new players, and discuss the audience and best practices for various channels. Learn how a formalized social media strategy will help you build engagement, and maintain your brand presence. Finally, discover analytics and ROI measurements to assess success, with plenty of time for discussion and Q&amp;A.</p>
<b>11:00 – 12:00</b> <i>Concurrent Sessions</i>	<p><b>A Golden Book for Golden Rules: Handmade Books, Calligraphy &amp; the Golden Rule</b></p> <p>Mary Wells - <i>Book Artist and Calligrapher</i></p> <p>Join this hands-on arts session in making a golden book for golden rules. Embark on a bookmaking adventure using golden dimensions for the pages. Combine this with a stunning monoline lettering style to fill the golden book with golden rules.</p> <p><b>Good Culture Makes Good Neighbors: Using Cultural and Heritage Tourism to Create Successful Partnerships</b></p> <p>Nan Groves Anderson – <i>Director, Utah Tourism Industry Association</i>  Justina Parsons-Bernstein – <i>Heritage Resources Coordinator, Utah State Parks</i>  Joan Hammer – <i>Director, Box Elder County Tourism</i>  Brad Westwood – <i>Director, State History</i></p> <p>Cultural and heritage tourism provide means of preserving and promoting a community or region's unique history and character. By offering increased opportunities for artists and community experts, this model stimulates local economies and encourages public engagement. This session will include a discussion of statewide efforts to foster cultural and heritage tourism, development of successful partnerships between arts and cultural organizations and other sectors, and strategies to cultivate investment in these projects among resident stakeholders and incoming tourists alike.</p> <p><b>Telling Your Organization's Story: Data for Arts Organizations</b></p> <p>Kari Ross Nelson – <i>Research and Evaluation Asst., Thanksgiving Point Institute</i>  Eliot Wilcox – <i>Executive Director, Timpanogos Storytelling Institute</i></p> <p>Arts organizations use data to know their patrons and apply for grants. This session will have two components. First, we will give you tools for collecting data for internal evaluation and program planning. Second, we will explore how you can use data in writing impactful grant narratives.</p>

<i><b>Time</b></i>	<i><b>Session</b></i>
<b>11:00 – 12:00</b> Concurrent Sessions continued	<p><b>Art Therapy &amp; Healing: Integrated Programming for Any Cultural Organization or Community</b></p> <p>Juan Carlos Claudio - <i>Director, Panamá Dance &amp; Cultural Exchange; Co-director, Grey Matters: Dance for Parkinson's Disease</i></p> <p>Craig Fisher - <i>Chairman, Holladay Arts Council</i></p> <p>Sheryl Gillilan - <i>Executive Director, Art Access</i></p> <p>Vickie Morgan - <i>Creative Arts Therapist, U of U Neuropsychiatric Institute</i></p> <p>Hear how artists, arts administrators, and art therapists use arts healing in their work. Moderator Sheryl Gillilan will lead a discussion on how arts organizations can utilize licensed art therapists and arts healing practices in their programming and community. This session will highlight some exemplary arts and healing practices with specific populations, as well as the difference between art therapy and arts healing.</p>
<b>1:00 – 2:00</b>	<p><b>Keynote Address - Creative Failure: What Games Can Teach Us</b></p> <p>Colleen Macklin – <i>Associate Professor, Parsons School of Design; Co-Director PETLab</i></p> <p>One of the most prominent features of games, from sports to card games to videogames is failure. In fact, an interesting thing about games is that they make failure fun. Players learn how the game works by trying and failing, over and over again. Game designers spend a good deal of time failing too, as they try to express ideas through such a dynamic and unpredictable medium. You could say that over time, game designers become "failure experts"—learning how to craft failure in their games, and also how to hone their own craft through the iterative process of prototyping and playtesting — or in other words, failing over and over again. In this talk, game designer and educator Colleen Macklin will show how the craft of making games can provide interesting insights into the creative process and what games can teach us about the value of failure as a creative force.</p>
<b>2:15 – 3:25</b> Concurrent Sessions	<p><b>Modding The Metagame: everyone's a critic</b></p> <p>Colleen Macklin – <i>Associate Professor, Parsons School of Design; Co-Director PETLab</i></p> <p>Which feels like first love? Waiting for Godot or Dodgeball? Get ready to debate the answer to this, and many more important questions in this workshop where we take the card game The Metagame and transform it into a platform for art and cultural critique. We'll develop our own custom Metagame decks and play different games with them to create tools that are useful in all kinds of contexts, from the classroom to workshops to simply hanging out with friends. We'll also consider how simple games can spark creativity and collaboration.</p> <p><b>Arts / Arts Education Collective Impact</b></p> <p>Pam Gee – <i>Opera by Children Supervisor, Utah Festival Opera &amp; Musical Theatre</i></p> <p>Gather with us and hear about the latest work of this ongoing initiative from arts organizations, higher education faculty, K-12 educators, individual artists - a unified message for all to share as we promote, arts for the public good, data bases that document cultural assets, arts for a lifetime, arts for our families, schools and communities.</p>

Time	Session
<p><b>2:15 – 3:25</b> Concurrent Sessions continued</p>	<p><b>Local Arts Agency Summit: Creative Placemaking</b></p> <p>Lesly Allen – <i>Coordinator, South Salt Lake City Arts Council</i>  Sharen Hauri – <i>Urban Design Director, South Salt Lake City</i>  Jake McIntire – <i>Cofounder / CEO, UNION Industrial Coworking; Consultant / Collaborator, Ogden City's Master Plan for Arts and Culture</i>  Diane Stern – <i>Coordinator, Ogden City Arts</i></p> <p>Representatives from South Salt Lake City and Ogden will present on their respective creative placemaking projects involving citywide planning. South Salt Lake is reinventing itself and creating a downtown, an artist district and a reputation as a diverse and up-and-coming place to live and work. Initiatives to make SSLC an arts destination include an "arts hub" plan, new community arts programs, and building an arts coalition of local talent. With the help of NEA Our Town funding, Ogden City and several partners are developing a Master Plan for Arts and Culture; building an arts corridor that links two active districts; establishing an artist resource library; and supporting the creation of studio, work, and gathering spaces for artists.</p> <p><b>Leveraging Government Grants for Private Support and Publicity</b></p> <p>Gay Cookson – <i>Director, Utah Division of Arts &amp; Museums</i>  Josh Loftin – <i>Communications Director, Utah Department of Heritage &amp; Arts</i>  Kasandra VerBruggen – <i>Executive Director, Spy Hop</i></p> <p>Some of the most competitive and prestigious grants your organization receives may not fully fund your project. Are you using these grants as leverage for additional private funds and publicity? This session will examine how funds that represent excellence, like the National Endowment for the Arts and the Utah Division of Arts and Museums, can be turned into an opportunity to open other doors to additional funding and community awareness. There is power in promoting your association with brands that represent national recognition and credibility. Join us to hear multiple points of view on how to leverage your grant!</p>
<p><b>3:45</b> Post-Conference Sessions</p>	<p><b>The Community of Public Art</b></p> <p>An open session for artists, public art administrators and anyone else interested in the rewards and challenges of art in public places for our communities. This discussion is open to the general public and MWAC attendees.</p> <p><b>Local Arts Agency Network</b></p> <p>This session is a networking opportunity for staff, volunteers, and board members of Local Arts Agencies to share best practices, programming ideas, and updates from their communities.</p>